

ADMINISTRATIVE ANALYST II/ COMMUNITY RELATIONS SPECIALIST

DEFINITION

This position functions as community relations specialist and administrative analyst in the City Manager's office. Under administrative direction, the incumbent plans, develops and implements a comprehensive program to prepare and disseminate information both internally and externally; researches, analyzes and evaluates data and prepares reports regarding specific City Manager assignments and City issues; may administer one or more program areas; and performs related work as required.

EQUIPMENT, METHODS & GUIDELINES

Personal computer; digital camera; scanner; copier; telephone; overhead projector; audio-visual equipment.

WORKING CONDITIONS

Predominantly inside work in a typical office setting; occasionally works outdoors to participate in public events. Conditions also involve some travel and attendance at meetings and events, including many that are conducted during the evening. Irregular hours due to morning and night meetings.

PHYSICAL DEMANDS

The work emphasizes speech, hearing and vision (including that color vision necessary to accurately interpret visual displays). The work may also involve lifting, carrying, pushing, and pulling objects and material such as brochures and exhibit material weighing up to 35 pounds.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the City Manager. Exercises direct supervision over clerical as assigned.

EXAMPLE OF DUTIES

Duties may include but are not limited to the following:

Confers with the City Manager in developing, coordinating and implementing a variety of informational, educational and outreach activities to community groups, other agencies and City staff; plans and conducts public information program designed to inform and educate residents and businesses on activities, actions and accomplishments of the City of Pleasant Hill.

Prepares and distributes fact sheets, news releases, photographs, audio/video tapes to media representatives and other persons who may be interested in learning about City

activities.

Coordinates public outreach activities; receives, prepares, responds to and facilitates solutions to citizen complaints, inquiries and requests; serves as ADA compliance officer.

Conducts studies, analyses and surveys in the review of internal and external administrative and operations programs; formulates recommendations and prepares reports; confers with department managers, other public officials, consultants and citizens in the accomplishment of program objectives.

Attends meetings of the City Council, Commissions and other groups as required; operates media equipment for meetings; prepares correspondence, reports, proclamations, awards, media releases and other written materials for the Mayor and City Council.

Administers franchise agreements; coordinates the City's Internet web site.

Writes, edits and coordinates the dissemination of the City's "Outlook" monthly newsletter and internal publications.

Represents City during community projects and at business, community and social gatherings; arranges, promotes and participates in public events sponsored by the City; arranges tours and orientations for the media, visiting dignitaries and the general public.

Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

The role of a comprehensive public information program in local government; the functions and activities of municipal government; computer applications related to the work, including website development, word processing, desktop publishing, and spreadsheet and database applications; principles, methods and techniques involved with public information and community relations programs, including the ability to develop and present oral and written presentations.

Ability to:

Exercise independent judgment in identifying and responding to the public, elected officials, and the media. Handle difficult situations with tact and diplomacy. Articulate concepts, analyze evaluate and make recommendations for public information, marketing and community relations programs. Work confidently and appropriately with elected officials, executive management, business and community leaders.

Research, compile and analyze data.

Communicate clearly and concisely, orally and in writing. Draft staff reports, press releases, public service announcements, newsletters, and other media-related writings.

EDUCATION AND EXPERIENCE

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience

Considerable experience (minimum three years) in public communications, public relations, public information, or the development and implementation of administrative, operational and/or communication programs, policies and procedures.

Education

Graduation from an accredited four-year college or university with major coursework in communications, journalism, English, public relations or a related field.

LICENSE OR CERTIFICATE

Possession of or ability to obtain an appropriate California driver's license.